







“MODÈ”  
IN NORMANDY

*OUVERTURE* Automne 2017  
OPENING AUTUMN 2017



**2,1** MILLIONS  
*de shoppers  
attendus*

2.1 MILLION  
EXPECTED  
SHOPPERS

*Aucune  
concurrence  
à moins de*

**90** MINUTES

NO COMPETITION  
WITHIN 90 MINUTES

*ouvert*

**7J/7**

OPEN 7 DAYS A WEEK

# “ BIENVENUE ” IN NORMANDY

C'EST AU PIED DU PONT DE NORMANDIE  
*IN DIRECT PROXIMITY OF « LE PONT DE NORMANDIE »*

“ Grâce à son accessibilité idéale et sa situation dans une région touristique attractive Honfleur Normandy Outlet offre la possibilité de séduire à la fois la clientèle locale et les touristes.

THANKS TO ITS IDEAL ACCESSIBILITY AND ITS LOCATION IN AN ATTRACTIVE TOURISM DESTINATION, HONFLEUR NORMANDY OUTLET IS SURE TO APPEAL TO BOTH LOCAL CUSTOMERS AND TOURISTS.

Cornellia Bellersheim  
GFK Consultants

**4 500**€/m<sup>2</sup>

CA m<sup>2</sup> PRÉVISIONNEL.

*Soit une rentabilité supérieure de 32 %  
à la moyenne des outlets français.*

SALES DENSITY FORECAST IS 32% ABOVE FRENCH AVERAGE

Source chiffres : Étude FSP



LE MONDE  
ENTIER VIENT  
À HONFLEUR

A WORLD CLASS  
DESTINATION  
FOR TOURISTS

Advantail est  
MEMBRE DU RÉSEAU  
ATOUT FRANCE

ADVANTAIL IS A PARTNER  
OF ATOUT FRANCE



**3<sup>e</sup>** HONFLEUR,  
DESTINATION  
touristique de France  
(hors Paris)

FRANCE'S 3<sup>TH</sup> TOURISTIC  
DESTINATION (EX PARIS)

**3,7** MILLIONS  
de touristes  
par an à Honfleur  
3.7 MILLION TOURISTS  
PER YEAR IN HONFLEUR

**12** MILLIONS  
de touristes  
par an en Normandie  
12 MILLION TOURISTS  
PER YEAR IN NORMANDY



“ À LA  
FRANÇAISE ”  
TOURISM



UN SUCCÈS  
ANNONCÉ

*RECIPY FOR  
SUCCESS OR THE  
BEGINING OF A  
SUCCESS STORY*

UN OFFICE  
DE TOURISME  
INTÉGRÉ

*AN INTEGRATED  
TOURISM OFFICE*

LA NOUVELLE  
ÉTAPE DU  
PARCOURS  
TOURISTIQUE  
EN NORMANDIE

*NEW ESSENTIAL  
DESTINATION  
FOR TOURISTS IN  
NORMANDY*

--- LA ROUTE DES IMPRESSIONNISTES

MANCHE



—  
“PROMENADE”  
IN N ORMANDY  
—

HONFLEUR,  
UNE ESCALE  
INCONTOURNABLE

*HONFLEUR,  
THE IDEAL STOPOVER*



## 163 *escales fluviales*

PRÉVUES AU PORT D'HONFLEUR  
EN 2017 SOIT 23 000 PASSAGERS

*RIVER CRUISES:  
163 STOPOVERS  
PROGRAMMED IN 2017 -  
23 000 PASSENGERS*

Source chiffres : normandie-actu.fr

## 45 *escales maritimes*

PRÉVUES AU PORT D'HONFLEUR  
EN 2017 SOIT 31 000 PASSAGERS

*MARITIME CRUISES:  
45 STOPOVERS  
PROGRAMMED IN 2017 -  
31 000 PASSENGERS*

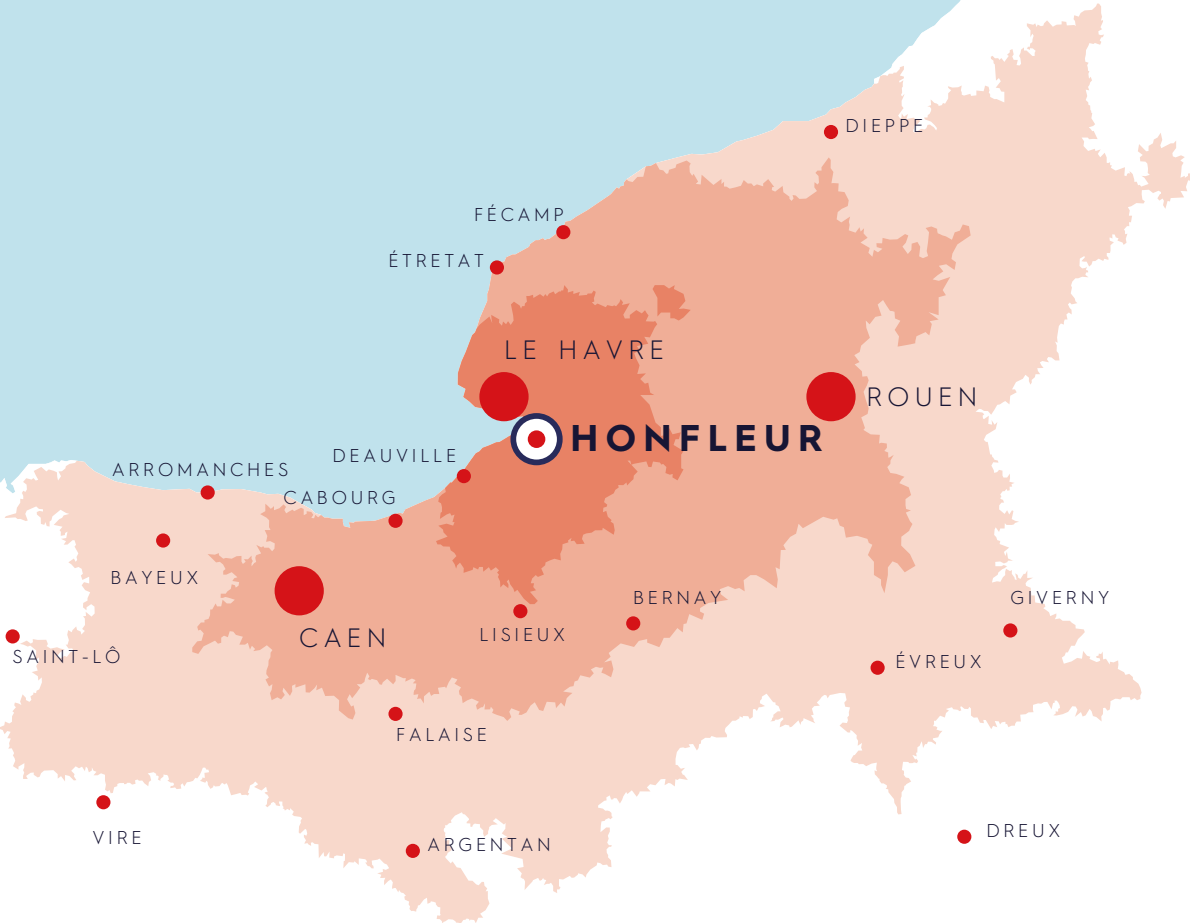
Source chiffres : Office du tourisme de Honfleur

## + de 2 millions

DE PASSAGERS/AN  
TRAVERSENT LA MANCHE  
EN FERRY

*MORE THAN 2 MILLION  
PASSENGERS CROSSING  
THE CHANNEL EVERY YEAR.*

Sources : Ports Normands Associés, Syndicat Mixte du Port  
de Dieppe, Grand Port Maritime du Havre - Haropa Ports



*POPULATION & PURCHASING POWER*

- 30 MINUTES DRIVE TIME CATCHMENT: 0.4 MILLION, 8 BILLION D'€
- 60 MINUTES DRIVE TIME CATCHMENT: 1.5 MILLION, 28 BILLION D'€
- 90 MINUTES DRIVE TIME CATCHMENT: 2.5 MILLION, 47 BILLION D'€

“IDÉAL”  
LOCATION







UN EMPLACEMENT  
ET DES ACCÈS  
EXCEPTIONNELS  
EN PLEIN CŒUR  
DE LA NORMANDIE

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*AN EXCEPTIONAL LOCATION  
WITH DIRECT ACCESS AND  
OUTSTANDING VISIBILITY  
IN THE HEART OF NORMANDY*



UN FORT  
POTENTIEL  
DE FLUX

*A VAST ADDITIONAL  
CUSTOMER  
POTENTIAL*

**70 000**  
*résidences*

**SECONDAIRES**  
*70,000 WE  
& HOLIDAYS HOMES*

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**2,5 millions**  
**DE RÉSIDENTS**

*2.5 MILLION RESIDENTS*

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**ACCÈS DIRECT**  
**autoroute A29**

*DIRECT ACCESS FROM  
THE A29 HIGHWAY*

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**+ de 6 millions**  
**DE VÉHICULES/AN**

*6 MILLION VEHICLES  
TRAFFIC PER YEAR*

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*Ideally integrated within its environment with soft hills, Maison Edouard François, a specialist of 'green' architecture, is responsible for the design.*

# ARCHI VERY “CHIC”

VERT INTÉGRAL  
COMPLETELY GREEN



© Luxigon

UNE ARCHITECTURE INSPIRÉE  
AN INSPIRED ARCHITECTURE



*A modern village with touches  
of Normandy's traditional  
architecture.*





© Luxigon

# SHOPPING

“ À LA CARTE ”

L'OUTLET NOUVELLE GÉNÉRATION !  
SHOPPING, RESTAURANTS & LOISIRS

*NEW GENERATION OUTLET ! SHOPPING, RESTAURANTS & LEISURE*

Nouvelle étape incontournable du parcours touristique de Honfleur, Honfleur Normandy Outlet ouvrira ses portes avec une offre internationale et mode. Un outlet touristique pour une fréquentation et une rentabilité optimisées.

*New essential destination for tourists in Normandy; Honfleur Normandy Outlet will open its doors with an international & fashion offer. A touristic oriented outlet for maximum traffic and profitability.*

**100** boutiques  
*100 STORES*

ICI  
LE SHOPPING  
SE RÉCONCILIE  
AVEC LOISIRS  
ET VACANCES

*HERE,  
SHOPPING  
TRULY MEANS  
LEISURE!*



**18 000** m<sup>2</sup> GLA  
*18,000 m<sup>2</sup> OF GLA*



*Un parcours  
client intégré*  
DU WEB VERS LE MAGASIN

*A CUSTOMER PATH FROM  
"WEB TO STORE"*

**3** restaurants  
OUVERT 365 JOURS PAR AN

*3 RESTAURANTS OPEN  
365 DAYS A YEAR*



ouvert **7j/7**  
*OPEN 7 DAYS A WEEK*



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“RENDEZ  
-VOUS”  
WITH FASHION 

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HONFLEUR NORMANDY OUTLET,  
LA NOUVELLE DESTINATION MODE

*HONFLEUR NORMANDY OUTLET,  
THE NEW FASHION DESTINATION*



## PLAN AND BUILD

*SHEMA is a mixed investment company of regional standing that specialises in planning, construction and economic development. A company with a capital of €9,357,627 that is over 75% owned by the public sector, it gives impetus to and builds complex projects that create wealth for the areas.*

*Having been a player in Normandy's economic development for over 25 years, it has developed special know-how in different fields: planning, business and commercial property, public construction, urban renewal, economic development and project design.*

*SHEMA has a predilection for running complex joint operations. It has been part of numerous developmental projects, including Les Rives de l'Orne in Caen, the renewal of the Bassins district in Cherbourg, the Grand Projet de Ville d'Hérouville Saint-Clair and the Industrial Campus (CIRIAM) in Flers. SHEMA attaches great importance to the quality of the projects, landscapes and architecture, and its actions are all driven by a single goal: to promote urban planning and economic development in the interest of people and their environment.*

## RESOLUTION

PROPERTY

## INVESTMENT MANAGER

*Created in 1998, Resolution Property is a private property investment fund based in the UK which invests throughout Europe. In less than two decades, Resolution Property has raised more than a billion euros and made 2.6 billion euros' worth of investments in various asset categories in all property sectors.*

*The company was created by an established and experienced investment team, combining expertise in the fields of architecture, banking and finance, leasing, law, property investment and asset management.*

*Resolution Property has been successfully investing on a pan-European basis in the Outlet Sector for the past 15 years, across 5 jurisdictions and worked with 6 best in class specialised outlet operators. Their Outlet exposure over the years include:*

- Designer Outlet Soltau, centrally-located between Hamburg, Bremen and Hanover in Germany
- Rosada Fashion Outlet, Roosendaal, between Antwerp and Rotterdam, Netherlands
- McArthurGlen Designer Outlet in Troyes, near Paris
- McArthurGlen Designer Outlet Roubaix, near Lille in France
- Park Avenue Fashion Outlet, Bilbao, Spain
- Stockholm Quality Outlet, Barkaby, Sweden

## ADVANTAIL /

OUTLET  
MANAGEMENT

## DEVELOP AND MANAGE

### ADVANTAIL / OUTLET MANAGEMENT, OPÉRATEUR DE CENTRES OUTLET DE NOUVELLE GÉNÉRATION

DEVELOPING  
AND RUNNING  
NEW GENERATION  
OUTLET CENTRES

*Advantail is an independent operator of outlet centres specialised in the development, marketing and management of outlet malls. Created in 2008 by its chairman, Franck Verschelle, the company stands out in the market for its operational expertise and its mastery of the digital, tourism and retail equations. The challenges sales performance and customer experience are the challenges at the heart of the company's concerns. Advantail is behind the creation of the Nailloux Outlet Village, the first designer and brand name shopping village in the Greater South, which has been receiving 1.25 million visitors a year since 2011.*

*The company's activity also includes the redevelopment of existing sites, such as Usines Center Paris Nord, renovated in early 2014. Advantail was chosen by Unibail-Rodamco, Europe's leading listed commercial property, to manage and market three designer and brand name shopping centres in Ile-de-France and in the North of France. Development schemes of new sites now under way in France and abroad are set to open within the next few years. Advantail currently markets and manages 6 centres.*



*Established 2011 in Vienna, ROS Retail Outlet Shopping is an independent, owner-managed retail real estate consulting and management company specialised in Designer Outlets and innovative outlet shopping retail formats in Central Europe. The founders Thomas Reichenauer and Gerhard Graf have together an experience of more than 20 years. Sustainable centre growth is supported by a strong brand partnership, high quality retail and service standards as well as an innovative marketing approach, all provided by a professional senior management team. ROS Retail Outlet Shopping manages currently outlet location projects and new developments in Germany, Hungary, Italy, Poland, Croatia, Spain and Portugal.*



*Edouard Francois is an architect and an urbanist since 1986. In 1998, he created MAISON EDOUARD FRANCOIS. His architecture reflects the main trends of our contemporary society: Sustainable development, local focus, valuation of the traditional heritage and of the place, are the themes at the core of EDOUARD FRANCOIS. Strong and unexpected propositions, nevertheless always in harmony with the context.*



**LE RETAIL MANAGEMENT  
SELON ADVANTAIL**

*Une équipe dédiée à 100% pour:*

**L'EXPÉRIENCE CLIENT**

Un concept d'aménagement de l'enseigne au même niveau d'exigence que celui du réseau retail classique.

Une maintenance parfaite de la qualité esthétique, technique et propreté de l'espace commercial.

**LA TRANSPARENCE DES PRIX**

Une mise en avant des collections précédentes selon les mêmes critères de valorisation du produit qu'en réseau classique (vitrines, merchandising, opérations commerciales, stocks).

Une garantie de l'avantage client (-30%) et du niveau d'accueil via les contrôles de prix et de client mystère.

**L'ACCOMPAGNEMENT**

L'information et la formation des équipes pour un pool d'excellence et l'atteinte des objectifs de vente (Retail Academy).

Le partage autour des solutions d'amélioration de la gestion du point de vente, pour en accroître la rentabilité (360°, le RDV Performance, le RDV pré-ouverture).

**LA PERFORMANCE**

Un suivi au quotidien de la réalisation des objectifs d'amélioration.

Une communication digitale performante.

Des partenariats avec des professionnels du tourisme.

**RETAIL MANAGEMENT  
ACCORDING TO ADVANTAIL**

*A team 100% dedicated to:*

**THE CUSTOMER EXPERIENCE**

*A brand development concept with the same standards as that of the traditional retail network.*

*Perfect maintenance of the aesthetic, technical and hygiene qualities of the commercial space.*

**PRICE TRANSPARENCY**

*Layout of the previous collections based on the same product valuation criteria as the traditional network (window displays, merchandising, commercial transactions, stock).*

*A guarantee in terms of customer benefit (-30%) and level of welcome through price controls and mystery customers.*

**SUPPORT**

*Informing and training teams for a pool of excellence and the attainment of sales objectives (Retail Academy).*

*Sharing solutions to improve the management of the retail outlet, to increase its profitability (360°, the Performance Event, the Pre-opening Event).*

**PERFORMANCE**

*A daily monitoring of the attainment of improvement objectives.*

*Effective digital communication.*

*Partnerships with tourism professionals.*

**RETAIL ACADEMY BY ADVANTAIL**



**LES RDV PRÉ-OUVERTURE**  
WELCOME MEETING



**LES CHALLENGES**  
INCENTIVES



**LE CLIENT MYSTÈRE**  
MYSTERY SHOPPER



**L'ANALYSE 360°**  
360° STORE ANALYSIS



**FLASH INFO**  
FLASH INFO



**LES RENCONTRES**  
BUSINESS MEETING

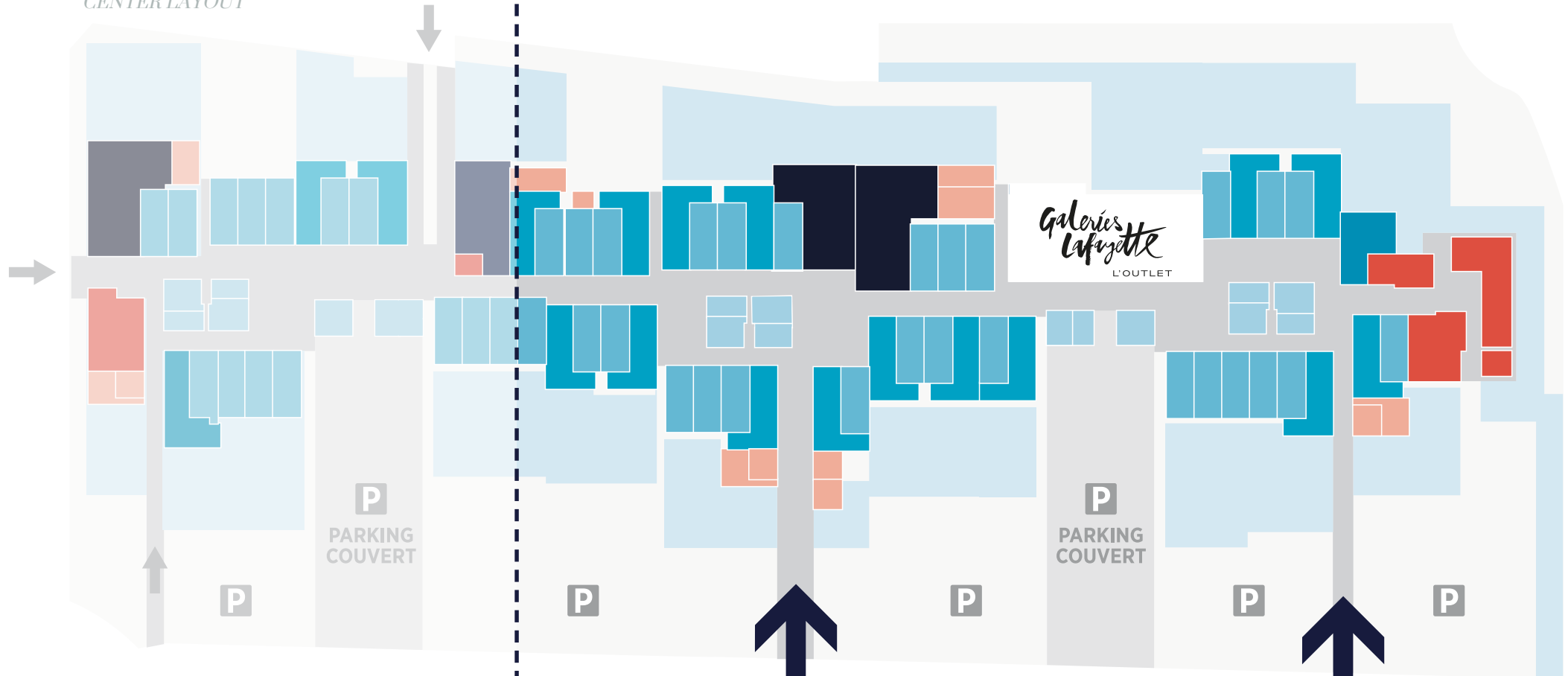


**LE RDV PERFORMANCE**  
PERFORMANCE MEETING

**1.2.3 LA RELATION CLIENT EN 3 TEMPS**  
THE 3 SHOPPER EXPECTATIONS



PLAN DU CENTRE  
CENTER LAYOUT



← PHASE II

← PHASE I

PHASE I →

5 000 M<sup>2</sup>  
PHASE III  
POTENTIAL

5 700 M<sup>2</sup>  
PHASE II

12 300 M<sup>2</sup>  
PHASE I

Ils nous ont déjà rejoint...

*They already joined us...*

- 50/100 m<sup>2</sup>
- 300 m<sup>2</sup>
- Restaurants
- P Parking
- 150/170 m<sup>2</sup>
- 400/450 m<sup>2</sup>
- Locaux divers
- Toitures végétalisées
- 200/250 m<sup>2</sup>
- 600/800 m<sup>2</sup>



et bien d'autres... and many others...



honfleuroutlet.com



**ADVANTAIL OUTLET MANAGEMENT**

+33 (0)1 47 05 86 63

*information@advantail.com / www.advantail.com*

**ROS RETAIL OUTLET SHOPPING**

+39 (0)34 0331 2865



**ADVANTAIL /**  
OUTLET  
MANAGEMENT

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